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**United States Patent** [19][11] **Patent Number:** **6,002,393****Hite et al.**[45] **Date of Patent:** **Dec. 14, 1999**

[54] **SYSTEM AND METHOD FOR DELIVERING  
TARGETED ADVERTISEMENTS TO  
CONSUMERS USING DIRECT COMMANDS**

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[57]

#### ABSTRACT

A system and method for targeting TV advertisements to individual consumers delivering a plurality of advertisements to a display site. A command signal is sent to the display site commanding the display of a selected advertisement suited for the individual consumer. In another embodiment, a predetermined advertisement is delivered upon command from a control center to a viewing site intended for the particular consumer.

**70 Claims, 8 Drawing Sheets**

